

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 24, 1998

RJR Account #026040

Mr. F. Attea

M. ATTEA & BROS.

**MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266**

Dear Frank:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston FF Box	12300-25252
1	Winston Light Box	12300-25253

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: April 27, 1998**

**Displays (Item #541085)**

SKU CUBE: **1.7500**

SKU WT (w/o Product): **3.7500 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$562.01**

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MAY .70¢ 2-Pack Tear Tape  
M. ATTEA & BROS.

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

L. E. MacWilliams

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

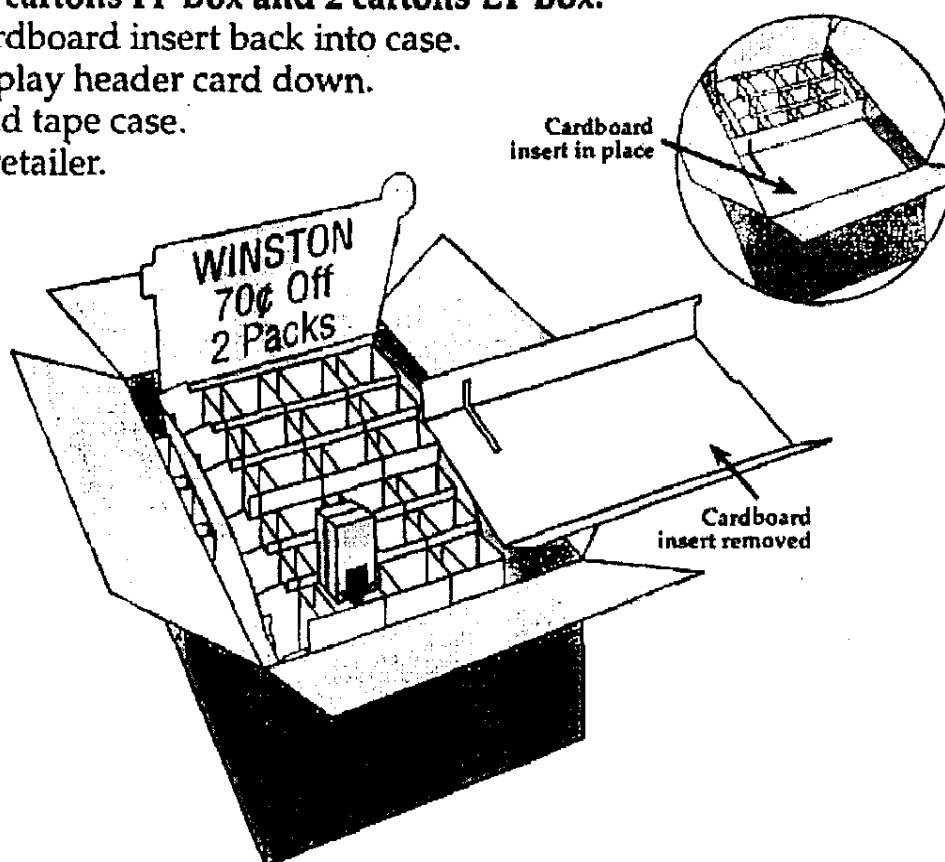
**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS 2ND QTR.'98**

# May WINSTON .70/2 PK

(70 cents off 2 packs)

**STEPS**

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit  
 Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 2  
DATE: 98-03-09  
TIME: 11:01 AMWHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>  
TEMPLATE : 800266 80500 WIN MAY .70/2 NO  
TEMPLATE SEQ : 0905  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	1				(716) 882-5246
162601		760242	B'S QUICK MART	1060 NIAGARA FALL	N TONAWANDA	NY	14120	1				(716) 692-7271
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	1				(716) 282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716) 882-8334
162603	162629	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEKTOWAGA	NY	14227	2		1449-0000		(716) 825-0311
162603	162625	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	1	NYS			(716) 825-9135
162603	162625	396910	SUPERIOR FOOD KING	1064 CLINTON ST	BUFFALO	NY	14206	5	NYS			(716) 853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	2	NYS			(716) 823-3036

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 14

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 14

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